

### **Remark**

Applicants respectfully request reconsideration of this application. No claims have been amended. No claims have been cancelled. Therefore, claims 1-18, 33-36 and 46-55 are present for examination.

### **35 U.S.C. §101 Rejection**

The Examiner has rejected claims 1-10, 33-36 and 46-50 under 35 U.S.C. §101 as directed to non-statutory subject matter.

With respect to Claims 1-10 and 33-36, Applicants respectfully submit that the invention involves a specific interaction between receiving a selection and displaying based on the selection. This is not merely operating on numbers to produce more numbers but an interaction using an interface to find and develop information. The selection and display operations have many practical applications.

One practical application is to aid a user in finding the small group of possible television programs that may be of interest at a particular time. While it is convenient for a user to have one preference list that is different from others in the household, the operations as outlined in Claim 1 allow each user to have several preferences lists. If the user is in the mood for sports that can be on one preference list. Likely sources of comedy can be on another preference list.

A further benefit is that one list may contain likely sources for programs that are more appropriate for adult viewing, such as adventure or crime dramas, while another list may contain sources of programs that are more appropriate for sharing with a child, such as nature documentaries or cartoons. By allowing the user to select from more than one preferences

list per user, a better list of preferences may be made available when a child enters the viewing room.

With respect to Claims 46-50, these are believed to be presented in an appropriate form following the principle of the case of *In re Beauregard*.

### **Conclusion**

Applicants respectfully submit that the rejections have been overcome by the remark, and that the claims are now in condition for allowance. Accordingly, Applicants respectfully request the rejections be withdrawn and the claims be allowed.

**Invitation for a Telephone Interview**

The Examiner is requested to call the undersigned at (303) 740-1980 if there remains any issue with allowance of the case.

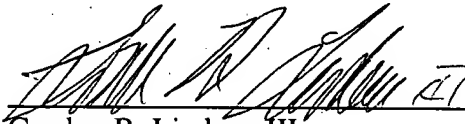
**Charge our Deposit Account**

Please charge any shortage to our Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Date: April 25, 2007



Gordon R. Lindeen III  
Reg. No. 33,192

12400 Wilshire Boulevard  
7<sup>th</sup> Floor  
Los Angeles, California 90025-1030  
(303) 740-1980